



SPONSORSHIP OPPORTUNITIES 2010

AUSTRALASIAN ASSOCIATION OF PROFESSIONAL
ORGANISERS

SEPTEMBER 13-14TH 2010

NOVOTEL, CATHEDRAL SQUARE
CHRISTCHURCH
NEW ZEALAND

In 2010, on the 13-14th September The Australasian Association of Professional Organisers (AAPO) will proudly host its 5th Annual Conference in Christchurch, New Zealand. AAPO is the professional association for Professional Organisers within Australia and New Zealand. AAPO

Professional Organisers from around Australia, New Zealand, Japan, US, Canada and others will be attending this event. This exceptional event will provide sponsors with a unique opportunity to network with Professional Organisers who regularly are on the lookout for new products, services and creative ways to assist their clients.

Professional Organisers recommend products and services regularly and have tremendous influence over client purchases.

Some statistics to consider:

- * 50% of our members recommend products of value on their websites
- * 80% of our members recommend products and services to their clients
- * 45% purchase products on behalf of their clients
- * 25% recommend and purchase products for their clients
- * 100% are small business owners

Our members' clients cover all spectrums of individuals, families, and businesses. The demographics range from middle class to extremely high net worth individuals and families; and from small to large businesses in countless industries.

Our delegates and their clients are your potential customers/clients! We expect 80-90 delegates to attend the 2010 conference. You can become a sponsor of the AAPO Conference through a variety of packages outlined in this proposal. We have made it easy for your business to take part in this unique event.

To apply for sponsorship simply fill in the attached form and email it with "**Sponsorship**" in the subject line to: info@aapo.org.au.

Upon receipt of your application, you will be issued with a tax invoice and your payment (due on receipt) of the invoice confirms your sponsorship.

Warm Regards, The 2009 AAPO Conference Planning Committee

PLATINUM SPONSORSHIP

THE INVESTMENT FOR THE PLATINUM SPONSORSHIP IS \$3500.00.

EACH PLATINUM SPONSOR IS GIVEN MAXIMUM MARKETING AND PROMOTION OF THEIR BRAND THROUGH THE FOLLOWING:

- Full regular verbal acknowledgement throughout the Conference.
- Logo on Conference Program Cover
- Full Page advertisement in Conference Program – if you wish to secure the inside front cover/back cover an additional \$250 is required.
- Logo on Sponsor Page in Program
- Website Logo and Link on the www.aapo.org.au Conference page.
- Logo on Conference Welcome Banner – on display for duration of Conference.
- Logo on Conference notices throughout Novotel, Cathedral Square.
- 2 x 10 minute Promotional Speaking spots during the main Program.
- Introduce 2 x general session Speakers with Logo in Program beside session information.
- Trade Expo Booth
- 2 x Full Conference Registrations – Including Gala Dinner
- Logo on Delegate Bag
- Insert in Delegate Bag – 100 required, supplied by Sponsor
- 2 x Door prizes – supplied by Sponsor
- Delegate rate for Accommodation at Novotel Cathedral Square for Sponsor representatives.
- Conference delegate contact details available to Platinum Sponsors.

GOLD SPONSORSHIP

THE INVESTMENT FOR THE GOLD SPONSORSHIP IS \$2500.00.

EACH GOLD SPONSOR IS GIVEN MAXIMUM MARKETING AND PROMOTION OF THEIR BRAND THROUGH THE FOLLOWING:

- Full regular verbal acknowledgement throughout the Conference.
- Logo on Conference Program Cover
- ½ Page ad in Conference Program
- Logo on Sponsor Page in Program
- Website Logo and Link on the www.aapo.org.au Conference page.
- Logo on Conference Welcome Banner – on display for duration of Conference.
- 2 x 10 minute Promotional Speaking spots during the main Program.
- Introduce 1 x general session Speakers with Logo in Program beside session information.
- Trade Expo Booth
- 1 x Full Conference Registrations – Including Gala Dinner
- Logo on Delegate Bag
- Insert in Delegate Bag – 100 required, supplied by Sponsor
- 1 x Door prizes – supplied by Sponsor
- Delegate rate for Accommodation at Novotel Cathedral Square for Sponsor representatives.
- Conference delegate contact details available to Platinum Sponsors.

SILVER SPONSORSHIP

THE INVESTMENT FOR THE SILVER SPONSORSHIP IS \$1500.00.

EACH SILVER SPONSOR IS GIVEN MAXIMUM MARKETING AND PROMOTION OF THEIR BRAND THROUGH THE FOLLOWING:

- 1/4 advertisement in Conference Program
- Logo on Sponsor Page in Program
- Website Logo and Link on the www.aapo.org.au Conference page.
- 1 x 10 minute Promotional Speaking spots during the main Program.
- Trade Expo Booth
- Morning Tea, Lunch and Afternoon Tea on Conference Days
- 1 x Gala Dinner Entry
- Insert in Delegate Bag – 100 required, supplied by Sponsor
- 1 x Door prizes – supplied by Sponsor
- Delegate rate for Accommodation at Novotel Cathedral Square for Sponsor representatives.

BRONZE SPONSORSHIP — TRADE EXPO ONLY

THE INVESTMENT FOR THE BRONZE SPONSORSHIP IS \$1000.00.

EACH BRONZE SPONSOR IS GIVEN MAXIMUM MARKETING AND PROMOTION OF THEIR BRAND THROUGH THE FOLLOWING:

- Logo on Sponsor Page in Program
- Website Logo and Link on the www.aapo.org.au Conference page.
- Trade Expo Booth
- Morning Tea, Lunch and Afternoon Tea on Conference Days
- Insert in Delegate Bag – 100 required, supplied by Sponsor
- 1 x Door prizes – supplied by Sponsor
- Delegate rate for Accommodation at Novotel Cathedral Square for Sponsor representatives.

KEYNOTE SPONSOR X 2

THE INVESTMENT TO SPONSOR ONE OF OUR KEYNOTE SPEAKERS IS \$5000. (2 KEYNOTE SPONSORSHIPS AVAILABLE)

Keynote Sponsorship provides the Sponsor:

- Association with a Top Keynote Speaker.
- Acknowledgement of Sponsorship during the Introduction and Thanks of the Keynote Speaker.
- Logo and link on AAPO Conference Website
- 10 Minute Promotional spot during conference.
- Complimentary Trade Expo Space.
- Logo on all Keynote material, Promotions and Conference Program
- 2 x admission to sponsored keynote session
- Recognition of Sponsorship in all Media Releases in relation to Keynote speaker's involvement in AAPO 2010.
- Information in Delegate Satchel – 100 required supplied by sponsor
- 2 x Gala Dinner Tickets.

DELEGATE SACHEL SPONSOR

THE INVESTMENT TO SPONSOR OUR DELEGATE SACHELS IS \$1 000

Delegate satchel Sponsorship provide the sponsor:

- Large logo on ALL delegate satchels.
- Logo on Conference Program sponsor page
- Sponsor material in Satchel – Supplied by sponsor, 100 required
- 1 x Door prize, supplied by sponsor
- Website Link and Logo on Conference website.

DELEGATE SACHEL INSERT

TO HAVE YOUR COMPANIES INFORMATION OR GIVEAWAY IN OUR DELEGATE SACHELS IS AN INVESTMENT OF \$250.

- Sponsors items are inserted into all delegate satchels.
- 100 pieces required.

CONFERENCE PROGRAM

ADVERTISING

IF YOUR SPONSORSHIP LEVEL DOES NOT INCLUDE ADVERTISING THE FOLLOWING IS AVAILABLE. THIS CAN ALSO BE USED TO HAVE MORE THAN ONE AD IN THE PROGRAM IF YOUR SPONSORSHIP LEVEL DOES CONTAIN AN AD.

- Full Page Advertisement - \$750
- Half Page Advertisement - \$500
- ¼ Page Advertisement - \$300
- Back Cover - \$1000
- Inside Front Cover - \$1000

Advertising in the Conference Program is also available at the above prices. You will also receive a text website link on the Conference Website. Advertising is responsible for supplying ad to AAPO by the 31st July 2010.

FURTHER INFORMATION:

- All prices are in New Zealand Dollars.
- Sponsorship of “AAPO2010 – Your Time to Shine” is likely to be Tax Deductible.
- Other options may be available by negotiation – please contact Wendy Davie +64 3 3765171 if you wish to discuss.
- The production of promotional materials for inclusion, display or distribution is the responsibility of the Sponsor.
- All Sponsors must complete the attached application form and make payment prior to Sponsorship being confirmed.
- Sponsor will supply all images and Logos in High Resolution format, specifications will be advised.
- Cancellations before the 31st July 2010 will be refunded, less a 25% administration fee.
- Cancellations after 31st July will receive no refund, unless the sponsorship can be filled from a waiting list, in which case refund will be made less 25% administration fee.

TERMS AND CONDITIONS OF SPONSORSHIP

1. Sponsorship in any category does not ensure exclusive rights over any other product/service of a similar nature. This is subject to review and change annually.
2. On payment by the Sponsor of the appropriate fee for sponsorship as set out in the Sponsorship Proposal, the Sponsor agrees to comply with these Terms and Conditions and the conditions pertaining to sponsorship more fully set out in the Sponsorship Proposal.
3. Any promotional material supplied for the delegate gift bags must be targeted to the Professional Organising industry and/or small business owners.
4. The Sponsor warrants that it has the right to authorise AAPO's use of its promotional material.
5. The Sponsor warrants that the above-mentioned promotional material and its use by AAPO do not infringe the intellectual property rights or moral rights of any person or corporation.
6. The Sponsor will, at its own expense, arrange for the supply and delivery to AAPO, items of the subject promotional material before 5pm Friday 31 July 2010.
7. AAPO reserves the right to decline to include any promotional material in the delegate gift packs. In this case, AAPO will return the promotional material to the sponsor and will refund the fee paid by the Sponsor.
8. To the extent permitted by law, all express or implied representations, conditions, warranties and provisions, whether based in common law, statute or otherwise, that are not contained in this agreement, are excluded.
9. The maximum liability of AAPO under this agreement or for breach of any condition or warranty that cannot be excluded is limited to the amount paid by the Sponsor under this agreement.
10. The signatory to this agreement warrants that he/she is authorised to sign this agreement on behalf of the company that he/she represents.
11. Payment for Sponsorship is due on receipt of Invoice, this will be sent on receipt of Sponsorship Application. Receipt of payment will act as Confirmation of Sponsorship.

I understand and agree to the terms and conditions of this application for sponsorship of the AAPO Conference to be held on 13-14 September 2010.

Name (please print) _____

Signature: _____

Date: _____

Please email your completed application with "**Sponsorship**" in the subject line to: info@apo.org.au

Or post to:

AAPO Conference, PO BOX 30-143, St Martins, 8246, Christchurch, NEW ZEALAND.

SPONSORSHIP APPLICATION

SPONSOR INFORMATION:

This information will be used in all references to the Sponsor in materials and Publication:

FULL COMPANY NAME: _____

CORPORATE/PRODUCT WEBSITE: _____

CORPORATE ADDRESS: _____

CORPORATE PHONE: _____

EMAIL: _____

CONTACT PERSON FOR SPONSOR:

Contact Name: _____

Position: _____

Contact Email: _____

Contact Phone: _____

PACKAGE OPTION:

- PLATINUM GOLD SILVER
 BRONZE KEYNOTE DELEGATE SACHEL
 SACHEL INSERT

ADVERTISING OPTION:

- FULL PAGE HALF PAGE 1/4 PAGE BACK COVER
 INSIDE FRONT COVER.

TOTAL PACKAGE FEE DUE: _____

Payment Options:

- Invoice us: Payment due immediately on receipt of invoice.
 Direct Deposit: AAPO inc 010822 0070198 30 – ANZ Bank Sydenham,
Christchurch, New Zealand. NZ Dollars

- Credit Card:

Please Charge _____ to my Credit card:

Number: _____ Exp: _____

Signature: _____ Name: _____

**MANY THANKS FOR YOUR SUPPORT AND WE LOOK FORWARD TO
WORKING WITH YOU.**

AAPO 2010 CONFERENCE COMMITTEE